

CAHU STRATEGIC PLANNING – Wednesday, January 13th 1:30 – 4:30 pm.

1:30 PM Welcome and Overview of Meeting

Maggie Stedt

Objectives for Today’s Meeting:

- Review of Goals Accomplished to-date (Highlights)
- Goals for January thru June 2021
- Discussion of CAHU’s challenges and successes
- Planning for House of Delegates

Each position will review the following:

- Share Accomplishments and challenges of your position
- Committee status (if any) and appointment of Vice Chairs

Time	Position/Subject	Owner	Goals/Objectives/Comments
1:30 pm	President	Maggie Stedt	
1:40	Immediate Past President	Bruce Benton	
1:50	President Elect	Brad Davis	
2:00	VP Membership	Barbara Ciudad	
2:10	VP Professional Development	Mariette Lasley	
2:20	VP Communications	Dorothy Cociu	
2:40	VP Public Affairs	Paul Roberts	
2:50	VP Finance	Cathy Little	
3:00	VP Corporate Affairs	Craig Gussin	
3:10	VP PAC	Sue Wakamoto-Lee	
3:20	VP Community Outreach	Dawn McFarland	Goal to Appoint to VP to position
3:30	Chair Awards	Patricia Stiffler	
3:40	Chair Medicare	David Garcia	
3:50	Chair Vanguard	Heather Siems	
4:00	CAHU Director	Kimi Shigetani	
4:10	Legislation/Lobbyist	Faith Borges, Dawn McFarland, Brad Davis	
4:25	Quick Summary and Next Steps	Maggie Stedt	

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President

- Keep CAHU Solvent without touching reserves
- Support and promote the growth in membership
- Support and promote Increase in PAC Donations
- Support the Local Chapters for success and growth
- Full Board engagement/participation in monthly Board meetings
- Improve and build stronger communications for members and community
- Empower and develop leadership
- Renew/Establish CAHU Administrative Agreements
- Facilitate and support the review and updates of the CAHU Bylaws and Policies and Procedures

Immediate Past President – Bruce Benton

1. Establish a formal CAHU Governance Committee
 - a. Work with stakeholders to determine committee composition and structure
 - b. Craft Governance Committee policy & procedure
 - c. Review and organize all CAHU P&Ps
 - i. Consolidate where indicated
 - ii. Refer to CAHU bylaws for consistency
 - d. Introduce new policies & procedures where appropriate
 - e. Bylaws
 - i. Conduct formal bylaws review with legal counsel to bring current with California law
 - ii. Recommend bylaw changes to the CAHU Board of Directors commensurate with policies & procedures review including CAHU operations, mission and vision

Timeline – Process will be Incremental. Full completion by May 2021

2. Establish a formal Chapter Leadership & Development Committee
 - a. Work with stakeholders to determine committee composition and structure
 - b. Develop statewide committee training mechanism
 - c. Consider statewide leadership training conference (April 27-29, 2021)
 - d. Determine committee effectiveness and standing committee consideration

Timeline – Process will be Incremental. Full completion by April 2021

3. CAHU Branding & Marketing
 - a. Work with stakeholders to refine value of membership

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b. Produce high-value membership videos c. Produce compelling infographics d. Work with stakeholders to refine methods of delivery and exposure
Timeline – Process will be Incremental. Full completion by May 2021

President Elect – Brad Davis

1. Meeting Structure
2. Vice Chairs

VP Membership – Barbara Ciudad

1. Educate and assist the local chapters in retaining current members
 - a. Help create a cadence or plan in contacting lapsed members
 - b. Help create a cadence for each Membership Chair to use to contact current members to obtain key information for future retention
2. Educate and assist local chapters in knowing their numbers and being accountable to the job and responsibilities they have accepted
 - a. Provide monthly tasks or asks to ensure that they are taking action in their chapters
3. Provide a Statewide campaign for membership
 - a. Tag line created: “You are not alone”
 - b. Create a contest or event that motivates and encourages retention and membership
4. Membership Videos
 - a. Provide a short video that review and outlines membership
 - b. Provide “Why did I Join” videos from different chapters
 - c. Create interview Videos on membership from local chapters on the benefits of membership
5. Create a Membership Survey to help us understand the needs of our members.

VP Professional Development - Mariette Lasley

– Engage, Connect and Empower. Engage with local chapter leaders and program chairs, learned what their goals are and how CAHU can help. Starting monthly PD call to work on action items and to provide accountability (2nd Friday at 10 am). Connect with state and national counterparts to develop vision and find useful tools, and have chapter leaders discuss what works for them. Empower members and each to create collaborative culture – have valuable speakers for CAHU Summit, collaborate with Kimi on CE course updates & 10 Medicare courses, member surveys to determine what members want from CAHU and NAHU in regards to PD.

Engage with local chapter leaders:

Over the last few weeks, I’ve connected with local chapters throughout the state (including Chapter Presidents, Professional Development and Program Chairs) to learn about them, what their goals are this year, and how CAHU can help them accomplish those goals. To maintain engagement by installing a monthly Professional Development Call to follow up on action items (whether they worked or not) and/or provide accountability.

Connect with state and national counter parts to unite our vision/mission through monthly Professional Development Calls that involve state and national leaders to be part of the Calls with useful tools and topics that will cascade to the chapter members (like walking through the NAHU website and the tools they have access to), as well as having a Chapter leader lead a call with a topic of their choosing, or what has worked well for their chapter.

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Empower our members and each other to create a collaborative culture with fun, valuable and applicable content for each of our businesses and life fulfillment.

- 1) discerning dynamic, top of mind, speakers for the CAHU Virtual Summit that provides valuable content that is applicable to all attendees, including partnering with Barbara Ciudad (**VICE CHAIR**) to collaborate value to members.
- 2) Collaborate with Kimi on updating expiring and/or outdated courses when and if applicable to current trends, and partnering with David Garcia in providing 10 Medicare CE courses throughout the year.
- 3) Through the Fall and Spring member surveys, we will learn, implement and execute what members need and want from CAHU and AHU at large.

VP Communications - Dorothy Cociu

- 1) Create and distribute an electronic version of The STATEment every other month for the board year (July-August, Sept-Oct, Nov-Dec, Jan-Feb, March-April, May-June) by the first of the month that is due (July-August by July 1, etc.)
- 2) Record, edit and post at least 6 CAHU informative podcasts, in opposite months of the STATEMENT release dates (August, October, December, February, April, June), and others upon request/need by the CAHU Board.
- 3) Create Hard Copy Capitol Edition around Elections and Day at the Capitol for the Legislative Team to distribute to members of the Assembly, State Senate, and all primary government offices, designed to educate the staff and legislators on important issues related to our industry.
- 4) Work with our Social Media Team and CAHU Executive Director to have a robust and informative Social Media presence and provide pertinent information to the executive director for the CAHU Website.

Paul – vision for role: *To be recognized as a source of expertise and advocacy in the health benefits industry among consumers, the American media, and benefits professionals – with a goal of expanding CAHU’s visibility and mission, while also increasing membership.*

- 1) Establish true relationships with media- become contributing sources. Connecting with sources now.
 - o Create a wider reach among entire industry – Cal Broker, Benefits Pro, NAHU, SHRM, etc.
- 2) Improve and create public resources for consumers, create a better dialogue to inform consumers.
 - o Formal press release plan and schedule it as needed/required
- 3) Improve CAHU website by updating with current information/press releases
 - o Create a press kit for CAHU on website - September 1, 2020
 - o Learn more about Chapter Press Hits, Newsroom improvements, OpEd pieces, better links for consumers

VP Public Affairs – Paul Roberts

CAHU to be recognized as a source of expertise and advocacy in the health benefits industry among consumers, the American media, and benefits professionals – with a goal of expanding CAHU’s visibility and mission, while also increasing membership. Goals include:

- 1) Establish true relationships with media- become contributing sources and create a wider reach among entire industry – Cal Broker, Benefits Pro, NAHU, SHRM, etc.
- 2) Improve and create public resources for consumers and to create a better dialogue to inform consumers including establishing a formal press release plan.
- 3) Improve CAHU website by updating with current information/press releases
 - o Create a press kit for CAHU on website - September 1, 2020

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- Learn more about Chapter Press Hits, Newsroom improvements, Op-Ed pieces, better links for consumers

VP Finance – Cathy Little

Goal is to keep the association in a good fiscal position. Loss of membership and revenue, COVID has also impacted bottom line. Still assessing this past year's fiscal position, but are stable right now. Goal is to keep dues covering fixed expenses. Currently on the cusp of this. Should maintain six months of reserve, right now that is good. Cathy noted that the three events are drivers of sponsorship income. Noted that budget is a fluid document and is updated or changed as necessary. Want to make sure that the chapter is supported to achieve goals within financial ability. Standing finance committee meets once a month (Cathy, Kimi, Maggie, Bruce, Brad and Craig (ad hoc)). If anyone is interested in third ad hoc seat, please contact Cathy. Reviewed expense report process – submit as soon as possible after event/expense.

VP Corporate Affairs – Craig Gussin

- 1) Rebuild – thinking outside the box for events/sponsorships
- 2) Create Value – have become less effective with some sponsors for variety of reasons
- 3) Access new markets

Women's Leadership Summit Update

Event in 2020 has been postponed to April 7-9, 2021 with a change in venue

VP PAC - Sue Wakamoto-Lee

- 1) Partner with Cal Advocates to maintain a 95+% "success" rate for the 2020 election.
- 2) Track that every Board member at every level is donating at least \$10/month. (There may be a prize forthcoming.)
- 3) Update the PAC chapter presentation (PPT).
- 4) Raise \$200,000 by 06/30/2021 (starting balance at 7/1/2020 ~\$61,000)
 - a. Chapter Challenge?
- 5) Actively maintain monthly and annual donations (no lapse months), including recognition of annual large donors.
- 6) Update PAC website

VP Community Outreach - Dawn McFarland

- 1) Develop marketing and outreach
- 2) Develop internship program statewide
 - a. Raise funds to cover new agent training and licensing
- 3) Engage chapter public service and community outreach chairs around developing internship and raising funds

Awards Chair – Pat Stiffler

- 1) Every chapter achieve Silver Certification from NAHU
- 2) Every chapter apply for CAHU awards and also for NAHU awards
- 3) Have CAHU apply for as many awards as possible
 - a. Chapters will have NAHU opportunities this year that are new

Medicare Chair – Dave Garcia

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Vanguard Chair – Heather Sims

Overall goal is to make sure that programs are developed to engage members and to meet goals at NAHU and CAHU level. Moving industry and chapters forward in an innovative way. Expand awareness and reach for Vanguard beyond planning parties

- 1) Develop program more within chapters who do not have a robust program
- 2) More interaction, collaboration and engagement within community

CAHU Director Kimi Shigetani –

- 1) Ensure that the CAHU events are successful and professionally executed (virtual and in person)
- 2) Support board and chapters as a resource

VP Legislation – Dawn McFarland, Lobbyist Faith Borges with Brad Davis

- To expand the Adopt a Leg programs with help from Debbie Blander to encourage in district events and participation and to send those out via social media, etc.
- Will be working closely with Dorothy Cociu, VP of Communications and with Paul Roberts, VP of Public Affairs for any outward facing communications and events. As content is created, this team will be able to have more stories to tell to both inward and outward facing groups.
- To review the CAHU By Laws and Policies and Procedures pertaining to Legislative committee and objectives and make recommendations to the Governance committee.

Faith Borges, CAHU Lobbyist noted that she will continue to serve our association and provide representation and up to date information and notices as needed.